

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON, INC.

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# NEW CONCORD

*First cigarette ever that adjusts  
from rich to mild.*

Concord's revolutionary "Flavor Control"™ Filter is the secret. It actually lets you adjust the taste from a rich, flavorful low tar to a light, mild ultra low tar, or anyplace in between. So you enjoy the taste you want, when you want. Only Concord gives you adjustable flavor to suit your taste.

For a light, mild  
ultra low tar, twist arrow  
to thinnest bar.

For a rich, flavorful  
low tar, twist arrow to  
the thickest bar.

**Great taste  
at every turn!**

**Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.**

Mildness: 15 mg "tar," 1.0 mg nicotine, maximum; 8 mg "tar,"  
0.5 mg nicotine av. per cigarette by FTC method.

Not available in all areas.

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"tar" and nicotine vary depending  
upon position of arrow on filter.



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